



A shingle roof thirty-four years old that was laid with copper nails

AS everyone who has owned a house knows, the roof is one of the last places to “economize” by using temporary materials. Common nails, for instance, are bound to rust in short order, followed by the familiar results shown on the preceding page.

Regardless of protective coatings, iron or steel nails eventually rust to destruction when exposed to the elements—as they are in a roof or side-wall. Because roofing nails are out of sight does not mean that they are beyond the reach of moisture. Moisture remains on the under side of shingles, particularly around nails, long after evaporating from the exposed surface.

When the heads or shanks of rusted nails are eaten away, even the best of wood shingles warp out of position and blow off; composition shingles become loose; and slate shingles quickly break their fastenings and slide out of place. No matter how durable a roofing material is, it can give protection only as long as the nails hold it down. When the nails fail, the roof fails.

Realizing this, many experienced roofing contractors are recommending and laying quality roofs with copper nails. It is false economy not only for the owner, but for the contractor as well to use a five or ten-year nail with roofing materials that will last much longer.

It's the same old story of “the quality job.” Like many plumbing and sheet metal contractors who are breaking away from the small profits of price competition by combining expert workmanship with the best of materials, you

Do Lay a Thirty With a Ten

too, can benefit by selling *value* instead of price. Remember that just as poor fittings make failures of even the best of brass plumbing, so temporary nails destroy the permanence of the most lasting of roofing materials.

When bidding on a roofing job, it will pay you to include an alternate bid covering the use of copper nails, even though they are not specified. The difference in cost will not be much and the owner or architect is bound to form a favorable opinion of your work.

Varying roofing materials and different practices in their application make a definite

What Leading Producers Say About the Use of

“There is every reason for us to advise the use of nails which will hold the slate in place for the lifetime of the building. In all specifications for Genuine Bangor Certificate Slate, the Bangor Slate Association advocates that our material be applied with copper nails.”

Bangor Slate Association

“It is certainly inconsistent to apply Eternit Asbestos Cement Shingles, which have unlimited life and can practically never wear out, with nails that can last only a limited number of years. We recognize Copper as the most durable and satisfactory metal for every phase of roofing work and at all times recommend its use in connection with Eternit Asbestos Shingles.”

Eternit, Inc.

“In all our architectural literature on the subject of our roofing tile, we have stressed the desirability and evident economy in the use

Use Nails Made of ANACONDA

Don't Buy a 10-Year Roof with a 10-Year Nail

comparative cost per square for copper and galvanized steel nails impractical. Some roofs require as little as one pound of nails to the square—not many need over 3½ pounds. Assuming that a 16 square roof will require 3 pounds of nails to the square, the following figures are obtained:

Copper nails, cost per square at \$.28 1-8 per pound	\$.85
Galvanized steel nails, cost per square at \$.075 per pound23
Difference in cost of nails per square62
Total difference in cost (16 squares)	\$9.92

This slight increase is an investment which



A ten-year-old roof, practically worn out, that was laid with common nails

will insure the longest and most satisfactory service obtainable from the roof itself. The more permanent the roofing material, and the more its cost, the more expensive it is to use any but the most durable of nails. A roof applied with copper nails will be a lasting example of good judgment.

Leading roofing material manufacturers recommend the use of copper nails. You, too, should recommend them—to safeguard your reputation and workmanship and to protect the owner's roofing investment. Nails of pure Anaconda Copper can be obtained from leading building supply houses and hardware dealers.

Uses of Roofing Materials of COPPER NAILS

of copper nails for its application. As far as anyone knows, properly burned roofing tile will last forever,—so why apply it with a nail which is not equal in lasting quality to that of the tile itself?"

B. Mifflin Company

"We always recommend the use of copper nails for applying roofing tile."

Mound City Roofing Tile Co.

"We are assured that the life of our material is at least 100 years in the standard thickness; in order to keep it intact on the roof for that period nails made of copper, or material equal thereto, must of necessity be used."

Vendor Slate Company

"We specify copper nails exclusively for use in the application of our material."

Ludowici-Celadon Company

Use EVERDUR Nails Where the Strength of Steel is Needed

Frequently a rust-proof nail that is stronger than copper is desired. If, for any reason, shingles, tiles or clapboards are to be laid on a comparatively hard wood, nails of Everdur Metal offer all the rust-proof advantages of copper, as well as the strength of steel. They can be driven through wood or metal as readily as steel nails.

As Everdur is a stiff, tough metal of high tensile strength, shanks of Everdur nails may be of small diameter.

Everdur Metal is an alloy of copper, silicon and manganese. Nails of Everdur cost somewhat more than those of copper, but wherever conditions demand great strength combined with rust-proof properties, Everdur proves a lasting economy.

A COPPER - - they NEVER Rust!



CUT and wire nails of Anaconda Copper are carried in stock by distributors of Copper and Brass products and by Building Material and Hardware dealers. The American Brass Company—manufacturer of Anaconda Copper, Brass and Bronze—does not make nails, but supplies to leading manufacturers the metal from which the nails are made.

THE AMERICAN BRASS COMPANY

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Ansonia, Conn., Torrington, Conn., Waterbury, Conn.,
Buffalo, N. Y., Detroit, Mich., Kenosha, Wis.

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BOSTON.....One-forty Federal Street
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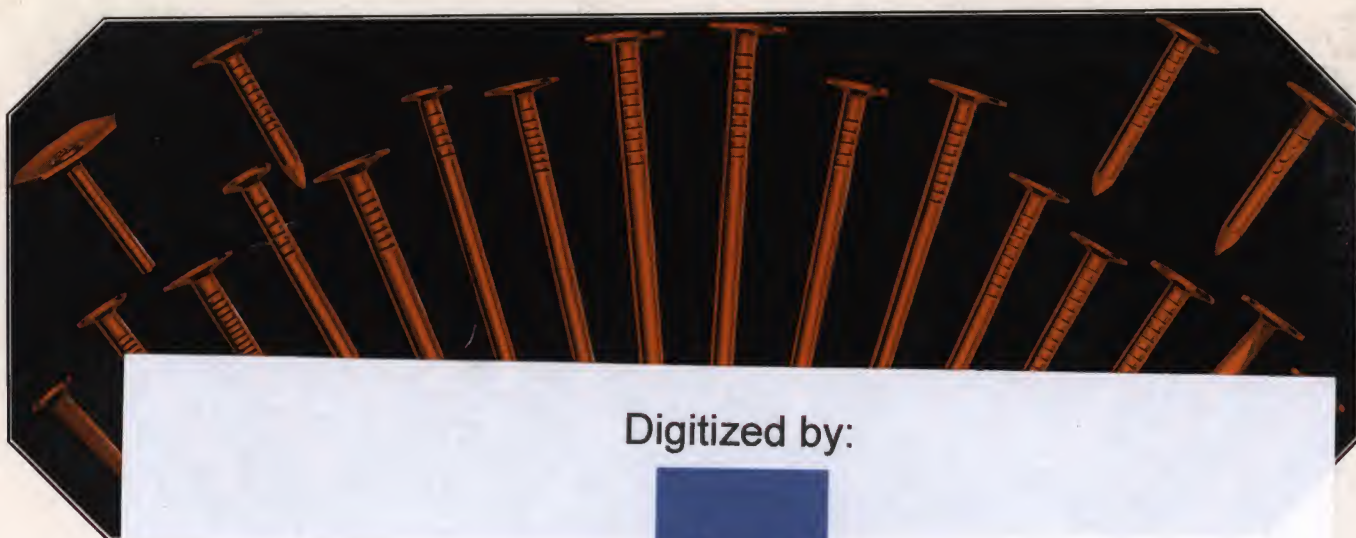
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